

PRADA HOLIDAY 2021 CAMPAIGN

A MIDWINTER'S NIGHT DREAM

Cinema is a fantasy: acting a craft, like fashion, that brings dreams to life. For the Prada Holiday 2021 campaign, 'A Midwinter's Night Dream', a cinematic dreamscape is created using groundbreaking technology, transporting both stars and audience.

Cinema has always inspired Prada - evocative of complex storytelling, further narrative and deeper meanings. In an evolution of Prada's heritage of campaigns featuring leading Hollywood actors, four new talents debut for Holiday 2021: Julia Garner (*Ozark*, *The Assistant*, *Inventing Anna*), Shira Haas (*Unorthodox*, *Asia*), Louis Partridge (*Pistol*, *Enola Holmes*) and Taylor Russell (*Waves*, *Bones & All*). They are captured in a winter's scene as they quest across a frozen terrain - revealed as Los Angeles, fantastically engulfed in snow. Dressed in a collection designed for celebration, they move towards a joyous gathering - a definition of the holiday season.

Fusing together film and fashion, this short movie is based on an original story and script by cult screenwriter and director Mary Harron (*American Psycho*, *The Notorious Bettie Page*, *Daliland*), and is directed by Glen Luchford - a talent who has worked with Prada from the 1990s through to today. In a further crossover between creative realms, the campaign's imagery is drawn from film stills - presented as bold cinematic panoramas, each captures an enigmatic moment.

Stories of voyages are constantly told through cinema's rich history: here, they are brought to life with cutting-edge 21st-century technology. 'A Midwinter's Night Dream' utilises the Volume, a virtual effects tool originally engineered for *The Mandalorian* - an immersive experience composed of a curved cocoon of glowing LED screens. The Volume is - like the story - transportive, recreating environments, inventing new realities.

Fashion and moviemaking unite in their wish to convey a story, one that brings people together in shared experiences. The Prada Holiday 2021 campaign is a celebration: of cinema, of fashion, of community, and of dreaming.

Credits:

Photography and film: Glen Luchford

Creative Direction: Ferdinando Verderi

Talents: Julia Garner, Shira Haas, Louis Partridge, Taylor Russell

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